

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Original) A system for user recognition and customized
2 content provisioning, the system comprising:
3 a data acquisition device for acquiring data related to a user
4 without active user input or participation, the device including a
5 sensor located therein; and
6 an apparatus capable of presenting customized content to the
7 user, the customized content being related to the acquired data
8 related to the user.

1 2. (Currently Amended) The system of claim 1 wherein the data
2 acquisition device ~~is selected from the group consisting of~~
3 comprises a video camera, ~~a microphone, a finger print~~
4 ~~identification system, a retinal scan device, a DNA matching device~~
5 ~~and combinations thereof.~~

3 to 5. (Canceled)

1 6. (Original) The system of claim 5 wherein the recognition
2 technology device is located within a television set.

7 to 9. (Canceled)

1 10. (Original) An apparatus for content provisioning comprising:
2 means for acquiring data related to a user without active user
3 input or participation, the means for acquiring data including a
4 sensor located therein; and
5 means for presenting customized content to a user in response
6 to parameters associated with recognition of the user.

11. (Canceled)

1 12. (Original) A television system comprising:

2 a sensor capable of acquiring data related to a user without
3 active user input or participation;

4 a processor communicatively coupled to the sensor, the
5 determining characteristics of the user based upon the acquired
6 data; and

7 a display providing content to be viewed by the user, the
8 content being customized for the user based upon the
9 characteristics determined by the processor.

1 13. (Currently Amended) The television system of claim 12 wherein
2 the sensor is embedded in a remote control device, the remote
3 control device having a plurality of control keys being capable of
4 providing signals to control the display and having a fingerprint
5 sensor embedded in one of the control keys.

14 to 18. (Canceled)

1 19. (Original) A method of providing customized content to a user,
2 the method comprising:

3 collecting user data without active identification measures by
4 the user;

5 determining characteristics of the user from the collected
6 user data; and

7 providing customized content to the user based upon the
8 determined characteristics.

1 20. (Currently Amended) The method of claim 19 wherein:

2 the user data comprises voice data; and

3 the step of collecting user data comprises collecting voice
4 data via a microphone.

21. (Canceled)

1 22. (Currently Amended) The method of claim 19 wherein:
2 the data comprises video data; and
3 the step of collecting user data comprises collecting video
4 data via a video camera.

23 to 28. (Canceled)

1 29. (Currently Amended) A remote control device comprising:
2 a housing;
3 electronic circuitry disposed within the housing;
4 a signal transmitter disposed within the housing;
5 a plurality of control keys disposed on an outer surface of
6 the housing, at least some of the control keys operable by hand;
7 and
8 a fingerprint sensor ~~disposed on an outer surface of the~~
9 housing embedded in one of the control keys.

30 to 32. (Canceled)

1 33. (Currently Amended) The device of claim 28 wherein:
2 the control keys include at least some control keys disposed
3 in a thumb actuated cross configuration; and
4 the fingerprint sensor is integrated within a middle portion
5 of the thumb operated cross configuration.

1 34. (Currently Amended) The device of claim 30 wherein:
2 the control keys include an activation key operable to
3 activate the remote control device; and
4 the fingerprint sensor is ~~implemented on the remote control~~
5 ~~device as an~~ embedded in the activation key.

1 35. (New) The system of claim 1 wherein the data acquisition
2 device comprises a microphone.

1 36. (New) The system of claim 1 wherein the data acquisition
2 device is housed in said apparatus capable of presenting customized
3 content to the user.

1 37. (New) The system of claim 1 wherein the data acquisition
2 device comprises a remote control device having a plurality of
3 control keys and a fingerprint sensor embedded in one of the
4 control keys.

1 38. (New) The apparatus of claim 10 wherein the means for
2 acquiring data comprises a video camera.

1 39. (New) The apparatus of claim 10 wherein the means for
2 acquiring data comprises a microphone.

1 40. (New) The apparatus of claim 10 wherein the means for
2 acquiring data is housed in said means for presenting customized
3 content to the user.

1 41. (New) The apparatus of claim 10 wherein the means for
2 acquiring data comprises a remote control device having a plurality
3 of control keys and a fingerprint sensor embedded in one of the
4 control keys.

1 42. (New) The television system of claim 12 wherein the sensor
2 comprises a video camera.

1 43. (New) The television system of claim 12 wherein the sensor
2 comprises a microphone.

1 44. (New) The television system of claim 12 wherein the sensor is
2 housed in said display.